

Champion Alliance Workshops Unveil New Strategy for Recruiting Local Champions

During the months of July and August the Nutrition Education and Obesity Prevention Branch's (NEOPB) Statewide Media and Public Relations Team hosted Champion Alliance Workshops in the cities of Sacramento, Fresno and Anaheim to introduce Local Health Departments (LHDs), Training and Resource Centers (TRCs) as well as local Champions for Change to a new and exciting program developed to aid LHDs in their recruitment efforts for Champions. The final Champion Alliance Workshop is scheduled for Tuesday, August 25 in Milpitas.

"Our success comes from the diverse ways in which we reach our audience. Our relationships with Champions from various ethnic, social and professional communities have helped us make tremendous in-roads with the populations we serve," said Kyla Aquino Irving, Media and Public Relations Coordinator with the Delta and Gold Country TRC.

Thus far, all of the three Champion Alliance Workshops have been warmly received by attendees. Each workshop has also featured advertising casting calls for Champions and success story presentations.

To view the Champion Alliance Workshops Series, please visit the following link:

<http://www.cdph.ca.gov/programs/cpns/RL/Pages/PublicRelations.aspx>

For more information, please contact us at Asbury.Jones@cdph.ca.gov.



Policy, Systems, and Environment (PSE) Evaluation Annual Reporting Tracking Webinar

The Federal Fiscal Year (FFY) 2015 PSE evaluation report form has been revised based on LHD feedback. Come learn more about the changes, and get the newest training on how to complete the report.

Purpose: to provide LHDs with training on how to complete the annual PSE evaluation report, to discuss the ways in which PSE reporting can be useful to LHDs, and to explain why the data are collected and how they are used.

Intended audience: staff responsible for PSE evaluation reporting and LHD or subcontractor working on PSE change, at any stage of PSE planning and implementation.

Please be familiar with your FFY14 report and your progress on collecting PSE Reach, Effectiveness, Implementation and Maintenance (RE-AIM) evaluation indicators for FFY15. If you need a copy of your report from last year, please contact Lauren Whetstone at lmwhetstone@berkeley.edu.

PSE evaluation indicator summary sheets can be found here:
<http://www.cdph.ca.gov/programs/NEOPB/Pages/PSEEvaluationRE-AIM.aspx>.

All LHDs will receive the new FFY15 Access database and the accompanying instructions to complete their FFY15 year-end reporting before the September 2nd webinar.

PSE evaluation reports are due October 15th.

The training will only be offered twice (choose one):

Wednesday, September 2, 2015, 10:30 am – 12:00 pm. Please register here for this session
<https://attendee.gototraining.com/r/8002696795211942145>

Tuesday, September 15, 2015, 1:30 pm – 3:00 pm. Please register here for this session:
<https://attendee.gototraining.com/r/6859336643720272385>

The training will also be recorded for you to view if you are unable to attend one of the live webinar trainings.

For additional questions, please contact Lauren Whetstone at lmwhetstone@berkeley.edu.

New NEOPB Calendar of Training and Events

The new NEOPB Training and Events Calendar is now available! The updated format allows users to sort calendar entries by date, audience, format and location. It is now easier to navigate entries that have not yet occurred. The images below include highlighted text to indicate where to find the calendar, where to click to sort, and where to locate archived webinar recordings.

For more information, click on images below that will take you to the specific website page.

For questions please contact Annette.Dipirro@cdph.ca.gov.

NEOPB Branch Training and Events Calendar

Click on column headings to sort.

Title	Date	Start Time	End Time	Location (City)	Format	Audience	Contact Person	Registration
PSE Change in Early Childhood Settings	8/11/2015	10:30am	12:00pm	Statewide	Webinar	LH/C; LH/eq; Subj	Carna.Chen@cdph.ca.gov	http://tinyurl.com/pd5v4t5
2015 Champion Alliance Workshop	8/11/2015	9:30am	3:30pm	Anaheim	In-person	LH/C; TRC (if space allows)	Tina.Stames@cdph.ca.gov	http://tinyurl.com/bojwdu
Public Relations Webinar-Latino Health Awareness Month	8/13/2015	11:00 a.m.	12:30 p.m.	Sacramento	Webinar	LH/C	Tina.Stames@cdph.ca.gov	NEOPB Public Relations Webinar Latino Health Awareness Month
PSE - School Wellness Policies	8/20/2015	10:30am	12:00pm	Statewide	Webinar	LH/C; LH/eq; Subj; SIA	Carna.Chen@cdph.ca.gov	http://tinyurl.com/jmvr13o
PSE Change Utilizing Healthy Corner Stores	8/25/2015	10:30am	12:00pm	Statewide	Webinar	LH/C; LH/eq; Subj	Carna.Chen@cdph.ca.gov	http://tinyurl.com/888w9t
2015 Champion Alliance Workshop	8/25/2015	9:30am	3:30pm	Hipitas	In-person	LH/C; TRC (if space allows)	Tina.Stames@cdph.ca.gov	http://tinyurl.com/bojwdu
PSE Change through Community Gardens	9/1/2015	10:30am	12:00pm	Statewide	Webinar	LH/C; LH/eq; Subj	Carna.Chen@cdph.ca.gov	http://tinyurl.com/8jwz3
Partnership Summit	9/28/2015	9:00am	4:00pm	Sacramento	In-person	External statewide partners	Nancy.Guerrier@cdph.ca.gov	
Program Directors' Meeting (PDM)	11/3/2015	11:00 a.m.	1:00pm	Sacramento	In-person	CDPH SNAP-Ed Directors +1	Krist.Harman@cdph.ca.gov	
2016 SNAP-Ed Local Implementing Agency Forum	1/12/2016	1/12 8:30	1/13 5:00	Sacramento	In-person	LH/C; LH/eq; Subj; SIA	Jesse.Gouk@cdph.ca.gov	

NEOPB Training Resources

Check out the [NEOPB Training Resources](#) webpage for the latest training related information and calendar of scheduled [NEOPB events](#) and [TRC Trainings](#).

[NEOPB Event Highlights for August and September](#)

- PSE Change - School Wellness – August 20
- Public Relations Webinar - Latino Health Awareness Month - August 20
- 2015 Champion Alliance Workshops – August 25
- PSE Change Utilizing Healthy Corner Stores – August 25
- PSE Change through Community Gardens – September 1
- Partnership Summit– September 28

[TRC Training Highlights for September](#)

- Retail Training – September 24
- Youth Engagement Training – September 24

CDPH-NEOPB SNAP-Ed Stakeholders' Meeting Follow-Up

During the July 31st Stakeholders' Meeting, NEOPB experienced technical issues with the webinar component of the meeting. Shortly after the meeting, NEOPB emailed the Supplemental Nutrition Assistance Program Educational (SNAP-Ed) stakeholders that registered for this meeting expressing our sincere apologies for the inconvenience this may have caused.

As a follow-up to the meeting, NEOPB has posted the following documents to the [NEOPB Partners and Stakeholders webpage](#):

- Meeting Agenda
- PowerPoint Presentation with notes
- Questions and Answers Document that reflects the questions that were asked by onsite meeting participants during the course of the meeting
- Input and Feedback Worksheet
- Partnerships and Common Cause Worksheet
- Example Activities to Promote Food Security

LHDs may utilize the forms provided on the [NEOPB Partners and Stakeholders webpage](#) to submit questions, input, and feedback. Completed forms may be emailed to NEOPBStakeholders@cdph.ca.gov. Once NEOPB has compiled the stakeholder questions, input, and feedback, summary documents of the meeting will be created and posted to the webpage as well.

During the July 31st meeting, NEOPB shared information and updates on the following topics:

- NEOPB state staffing and training
- Transitional contracts
- Proposed NEOPB activities within the FFY 2016 SNAP-Ed State Plan
- Administration and fiscal report
- NEOPB Training Transition Plan
- NEOPB Strategic Planning
- Partnerships

If you have any questions or comments regarding the Stakeholders' Meeting held on July 31, 2015, please email NEOPBStakeholders@cdph.ca.gov.

For questions or comments regarding specific LHD operations, please communicate directly with your assigned Project Officer. Questions may also be addressed during the monthly All LHD Calls held the second Thursday of the month.

Get Ready for “Walk to School Day” on October 7th

International Walk to School Day is on October 7th. With over 1,200 California schools planning to participate this year, there are many opportunities for LHDs to support and get involved with schools. Often, schools celebrate the entire week or month (e.g. “Walktober”) and this can lead to the adoption of ongoing activities throughout the school year (e.g. “Walking Wednesdays”). Here are some reasons why this event is important to promote:

- In 2009, only 13% of children walked or biked to school, compared to 48% thirty years ago. During this same time span, California’s childhood obesity rates have increased by 38%.
- Schools adopting Safe Routes to Schools activities, such as Walk to School Day, have shown a significant increase (35%-45%) in students walking and biking to school, along with a decrease (45%-75%) in pedestrian injuries near school.

Local health department staff should encourage schools to register their Walk to School Day events at the National Center for Safe Routes to School’s Walk to School Headquarters at www.walkbiketoschool.org in order to be counted and included in a nationwide database. Additionally, the site provides resources, tools, and free downloadable materials along with local contacts of other schools and organizations planning an event. The Safe Routes to School National Partnership will be offering a free webinar on September 2nd, “The 6 E’s of Walk to School Day Encouragement,” that will offer fresh tips and ideas presented by nationally renowned speakers in the field. Registration can be found here: <http://saferoutespartnership.org/resourcecenter/National-Partnership-Webinars>.

For more information, contact Jeannine Barbato at Jeannine.Barbato@cdph.ca.gov.

NEOPB Training Transition Plan for FFY 2016

The NEOPB Training Transition Plan for FFY 2016 is a report that describes the branch’s transition plan for providing statewide training to Local Implementing Agencies (LIAs) in the upcoming fiscal year. This report provides an overview on three focal areas for continued support to LHDs and LIAs:

1. Training and Technical Assistance,
2. Coalition and Collaborative Support, and
3. Media, Public Relations Outreach and Coordination

Key highlights contained in the report have been shared through multiple communication channels statewide including, but not limited to, meetings or calls with LHDs, TRC Project Directors, SNAP-Ed Advisory Task Force, SNAP-Ed Program Advisory Team, and the stakeholder meeting held on July 31.

The complete report is due for release by the end of August 2015, and will be available online on the [NEOPB Partners and Stakeholders](#) and the [NEOPB SNAP-Ed Training](#) webpages.

For questions, contact Reema El-Murr at Reema.El-Murr@cdph.ca.gov or (916) 449-5424, or NEOPBTrainingSection@cdph.ca.gov.

Save the Date! Project Directors Meeting November



CDPH/NEOPB Project Directors Meeting

Hilton Sacramento – Arden West
November 3-4

2015

The California Department of Public Health (CDPH) NEOPB - Project Directors Meeting (PDM) is set to take place November 3-4, 2015 at the [Hilton Sacramento - Arden West](#).

Meeting Objectives:

- Acquire training and technical assistance on the development of scopes of work for the FFY 2017-2020 LHD SNAP-Ed funding contracts with CDPH/NEOPB.
- Preview NEOPB's updated obesity prevention strategic plan and provide LHD feedback that will be used to strengthen the final version of the strategic plan.
- Receive administrative updates from NEOPB staff in the areas of fiscal management, media relations, policy and partnerships, research and evaluation and training resources to support your work in the coming years.
- Highlight and recognize LHD SNAP-Ed grantees that have done an outstanding job in areas ranging from championing local policy, systems, and environmental change strategies to exemplary fiscal contract management.

Target Audience:

- LHD Project Directors; and
- Up to two additional key staff per agency.

For general questions related to the PDM, please contact event leads:

Kristi Maryman via email: Kristi.Maryman@cdph.ca.gov or by phone: 916-445-5303 –or-

Eugenio Garcia via email: Eugenio.Garcia@cdph.ca.gov or by phone: 916-449-5331

HOTEL ACCOMMODATIONS:

For your convenience, a room block has been secured at the Hilton Sacramento–Arden West for Monday, November 2nd and Tuesday, November 3rd. The State rate of \$95.00 single/double occupancy will be available. The group room block will be listed under the title; “Project Directors Meeting (PDM)”. Please reference that you are with the “**PDM**” group in order to receive your discounted State rate.

Be sure to make your reservations early in order to secure a room at the group State rate by **October 12, 2015**.

To Make Guest Room Reservations:

- 1) Guests can call **1-800-HILTONS (445-8667)** and mention special rate code **PDM** to make their guest room reservations; or
- 2) Guests can utilize this link to make their guestroom reservations online: <http://bit.ly/1OE52JR>

This meeting is an allowable expense per United States Department of Agriculture (USDA) Guidance. Travel expenses should have been included in your FFY16 budget. If you did not include this meeting in your budget and have questions about covering the cost of travel, please contact your NEOPB contract manager.

SNAP-Ed Allowable/Unallowable Chart

The SNAP-Ed Allowable/Unallowable Chart that has historically been available on the NEOPB webpage has been removed. It has been determined that it is too difficult to maintain this documents integrity with the ever-changing rules at both the State and Federal levels. In its place, is the USDA SNAP-Ed Allowable/Unallowable document that is published in the annual SNAP-Ed Guidance. This document will be replaced each federal fiscal year with the latest version. Additionally, Contract Managers and Project Officers at NEOPB will continue to be available to answer any questions related to allowable/unallowable items that are not listed on this document. If they are not able to answer your question themselves, they will elevate to management and/or CDSS/USDA. You can find the Allowable/Unallowable document on our new website under Local Support and Training, More Local Guidance:

<http://www.cdph.ca.gov/programs/NEOPB/Documents/FFY%202016%20SNAP-Ed%20Guidance%20-%20Allowable%20and%20Unallowable.pdf>

Also, note that on August 5th, USDA Western Regional Office provided additional clarification that salad bars and hydration stations are unallowable SNAP-Ed expenditures.

For additional detail on these items, please contact your Project Officer (PO).

Power Play: 5 “Core” Lessons for Direct Education

The NEOPB has approved 5 “core” lessons for PowerPlay for 4th grade, 5th grade, and after school:

4th Grade: Lessons # 3, 4, 5, 6, 9

5th Grade: Lessons # 3, 4, 5, 8, 9

After School: Lessons # 2, 11, 13, 14, 18 (or 20)

These lessons would need to be taught as intended in order to be considered direct education. The LHDs may choose to include additional lessons from the PowerPlay curriculum as long as the 5 “core” lessons are taught. The 5 “core” PowerPlay lessons will meet Impact Outcome Evaluation requirements.

Please contact your PO with any questions.

